



WEWS

ORDER

Print Date 09/24/12

Page 1 of 3

Flight Dates **09/14/12-09/18/12**

Contract / Revision **310903 /** Product **Candidate. 09.14-09.18.12 Flight.**

Original Date / Revision Agency Com 15%

09/13/12 09/20/12 Billing Contact

Advertiser **Romney / Republican / Presi**
138 Conant Street
Beverly, MA 01915

Agency **American Rambler Producti**

Buying Contact Sales Office EWSDC
Sales Region NAT
Agency Ref

138 Conant Street
Beverly, MA 01915

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Sep 00:20:00

Estimate # **Order # 82.**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	34	\$32,852.50	\$38,650.00	0.00	08/27/12	09/18/12	34	\$32,852.50	\$38,650.00
Totals	34	\$32,852.50	\$38,650.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/14/12	09/18/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	- 1 - - 1 - -	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 1 --		1				\$450.00		0.00			
		Week: 09/17/12	09/23/12	- 1 - - - -		1				\$450.00		0.00			
N 2	WEWS	09/14/12	09/17/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	1 - - - 1 - -	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00



WEWS

Print Date: 09/24/12

Page 2 of 3

Contract / Revision **310903** Flight Dates **09/14/12-09/18/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/20/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Candidate. 09.14-09.18.12 F** Estimate # **Order # 82.**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/14/12	09/17/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	1---1--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----1--		1				\$500.00		0.00			
	Week:	09/17/12	09/23/12	1-----		1				\$500.00		0.00			
N 3	WEWS	09/14/12	09/17/12	M-F 9-10a M-F 9-10a	CM	9-10a	1---1--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----1--		1				\$450.00		0.00			
	Week:	09/17/12	09/23/12	1-----		1				\$450.00		0.00			
N 4	WEWS	09/14/12	09/17/12	M-F 10-11a M-F 10-11a	CM	10-11a	1---1--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----1--		1				\$450.00		0.00			
	Week:	09/17/12	09/23/12	1-----		1				\$450.00		0.00			
N 5	WEWS	09/14/12	09/17/12	M-F 11-12p M-F 11-12p	CM	11a-12p	1---1--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----1--		1				\$800.00		0.00			
	Week:	09/17/12	09/23/12	1-----		1				\$800.00		0.00			
N 6	WEWS	09/14/12	09/17/12	M-F 12-1230pm News M-F 12p News	CM	12-1p	1---1--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----1--		1				\$700.00		0.00			
	Week:	09/17/12	09/23/12	1-----		1				\$700.00		0.00			
N 7	WEWS	09/14/12	09/18/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	-1--1--	:30	2	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----1--		1				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	09/10/12-09/16/12	M-F 2-3p		2-3p	-----F----		:30	(\$600.00)		0.00	NM		
	Credited														
	Week:	09/17/12	09/23/12	-1-----		1				\$600.00		0.00			
N 8	WEWS	09/14/12	09/17/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	1---1--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----1--		1				\$850.00		0.00			
	Week:	09/17/12	09/23/12	1-----		1				\$850.00		0.00			
N 9	WEWS	09/14/12	09/17/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	1---1--	:30	2	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----1--		1				\$1,100.00		0.00			
	Week:	09/17/12	09/23/12	1-----		1				\$1,100.00		0.00			
N 10	WEWS	09/14/12	09/14/12	M-F 7-730p 7-730p Wheel	CM	7-730p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$2,000.00		0.00			
N 11	WEWS	09/14/12	09/14/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	----F--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$900.00		0.00			
N 12	WEWS	09/14/12	09/17/12		CM	11-1135p	1---1--	:30	2	\$2,200.00	P-2	0.00	NM	2	\$4,400.00



WEWS

Print Date: 09/24/12

Page 3 of 3

Contract / Revision **310903** Flight Dates **09/14/12-09/18/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/20/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre: Product Candidate. 09.14-09.18.12 F** Estimate # **Order # 82.**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 11-1135P Late News											
				M-F 11-1135P Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--					1	\$2,200.00		0.00			
		Week: 09/17/12	09/23/12	1-----					1	\$2,200.00		0.00			
N 13	WEWS	09/14/12	09/17/12	M-F 1135p-1202a Nightlir	CM	1135p-1207x	1---1--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--					1	\$800.00		0.00			
		Week: 09/17/12	09/23/12	1-----					1	\$800.00		0.00			
N 14	WEWS	09/14/12	09/17/12	M-F GMC 5-6a	CM	5-6a	1---1--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--					1	\$350.00		0.00			
		Week: 09/17/12	09/23/12	1-----					1	\$350.00		0.00			
N 15	WEWS	09/14/12	09/14/12	Friday Prime A	CM	8-9p	----F--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					2	\$3,000.00		0.00			
N 16	WEWS	09/14/12	09/14/12	ABC Friday Prime	CM	9-11p	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					1	\$3,000.00		0.00			
N 17	WEWS	09/15/12	09/15/12	Sa 6a-8a News	CM	6-8a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$350.00		0.00			
N 18	WEWS	09/15/12	09/15/12	SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$500.00		0.00			
N 19	WEWS	09/16/12	09/16/12	SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$500.00		0.00			
N 20	WEWS	09/16/12	09/16/12	SU 6-630p News	CM	6-630p	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$800.00		0.00			
N 21	WEWS	09/16/12	09/16/12	Sunday Prime A	CM	7-8p	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$4,500.00		0.00			
N 22	WEWS	09/16/12	09/16/12	M-SU 11-1135P Late News	CM	11-1135p	-----S	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$2,200.00		0.00			
													Totals	34	\$38,650.00